

URL: <https://stvp.stanford.edu/clips/the-slavery-discount>

Sharon Prince, CEO and founder of Grace Farms Foundation, observes that people often ask if switching to ethically sourced building materials will cost more. Her response is becoming a key term in the Design for Freedom movement: "Are we willing to accept the slavery discount?"



## Transcript

- Being sustainable takes a lot of effort 00:00:05,220 and it actually costs more, quite often.. And so people asked me, "Is this gonna cost more? You know, is this gonna cost more now that I have to, you know, now go through this process to be ethically sourced?" And in my head, I'm thinking, "That is crazy," because, you know, I'm not going to accept subsidizing our ROIs with slavery.. So that's what I was saying.. I was saying, "Look, we're subsidizing our ROIs with slavery." And the response was, "Okay.. So in terms of trying to tell you, like explain how to create a movement, in this case, it's also creating some succinct language that can help to be adopted more broadly." So instead, converted that thinking.. Instead, is it gonna cost more? Are we willing to accept the slavery discount? I'm not willing to do that.. So I wanna show you the key factor here.. When we say challenging, really fair market value.. Fair market value is not fair.. It's not the current price if it's subsidized with forced labor..

Another way to think about it is that if the fair market value with fair labor is here and the market price, not that it's really a fair market price up here, with fair labor, but the market price is here without inspection.. You don't know, it may or may not.. That delta is the slavery discount.. So that's a term that is starting to be adopted.. I proposed that about broadly a year ago.. And now the good news of the movement is starting to be adopted...